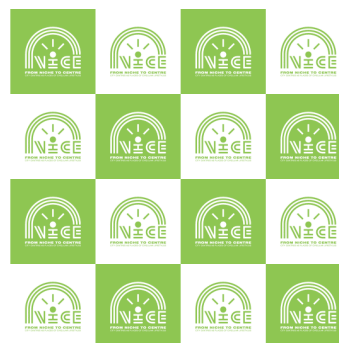




D.3.1.1 Knowledge Platform "From Niche to Centre" with interactive elements – synthesis report

Version 1, 28.10.2025





1 INTRODUCTION

The NiCE Knowledge Platform was created to support knowledge exchange and innovation around sustainable and circular ways of living. Its purpose is to inspire individuals, communities, and organizations to adopt circular lifestyles by providing practical examples, educational materials, and expert insights.

Through the platform, users can discover inspiring best practices in sustainability and circularity from across Central Europe, explore a virtual exhibition showing how cities can become more circular, and access valuable resources and tools that help translate ideas into action. They can also learn from experts through online seminars and watch how pilot projects have successfully implemented circular lifestyle concepts in real-life conditions.

By connecting knowledge with practice, the platform aims to make circular living more accessible and appealing, helping to build cleaner, more resilient, and more people-friendly cities.

2 PLATFORM STRUCTURE

The platform is available online under the address: <https://circularlifestyle.eu/>.

It consists of the following sections:

- **Home** – the main entry point to the platform, introducing visitors to the goals of the NiCE project and the concept of circular lifestyles in city centres. It provides a short overview of available content and directs users to the most relevant sections.
- **Virtual Exhibition** – an interactive space showcasing innovative circular lifestyle solutions across Central Europe. It presents inspiring examples, demonstrating how circular approaches can be implemented in urban contexts.
- **Resources** – a knowledge library gathering key publications, reports, and tools produced by the project. In particular, it will include the NiCE Solution Box, i.e. transferable solutions developed with the NiCE pilots. It supports local authorities,



businesses, and community groups in adopting circular practices and designing sustainable urban services.

- **Online Seminars** – a collection of recorded online sessions focused on various aspects of circular lifestyles, city centre revitalisation, and community engagement. These materials serve as a learning resource for practitioners, policymakers, and citizens.
- **Pilot Videos** – short visual stories documenting the eight NiCE pilots. Each video highlights practical examples of circular lifestyle offers tested in one of the NiCE pilots, their challenges, and achieved results.
- **Contact** – a dedicated section for users wishing to get in touch with the NiCE project team.

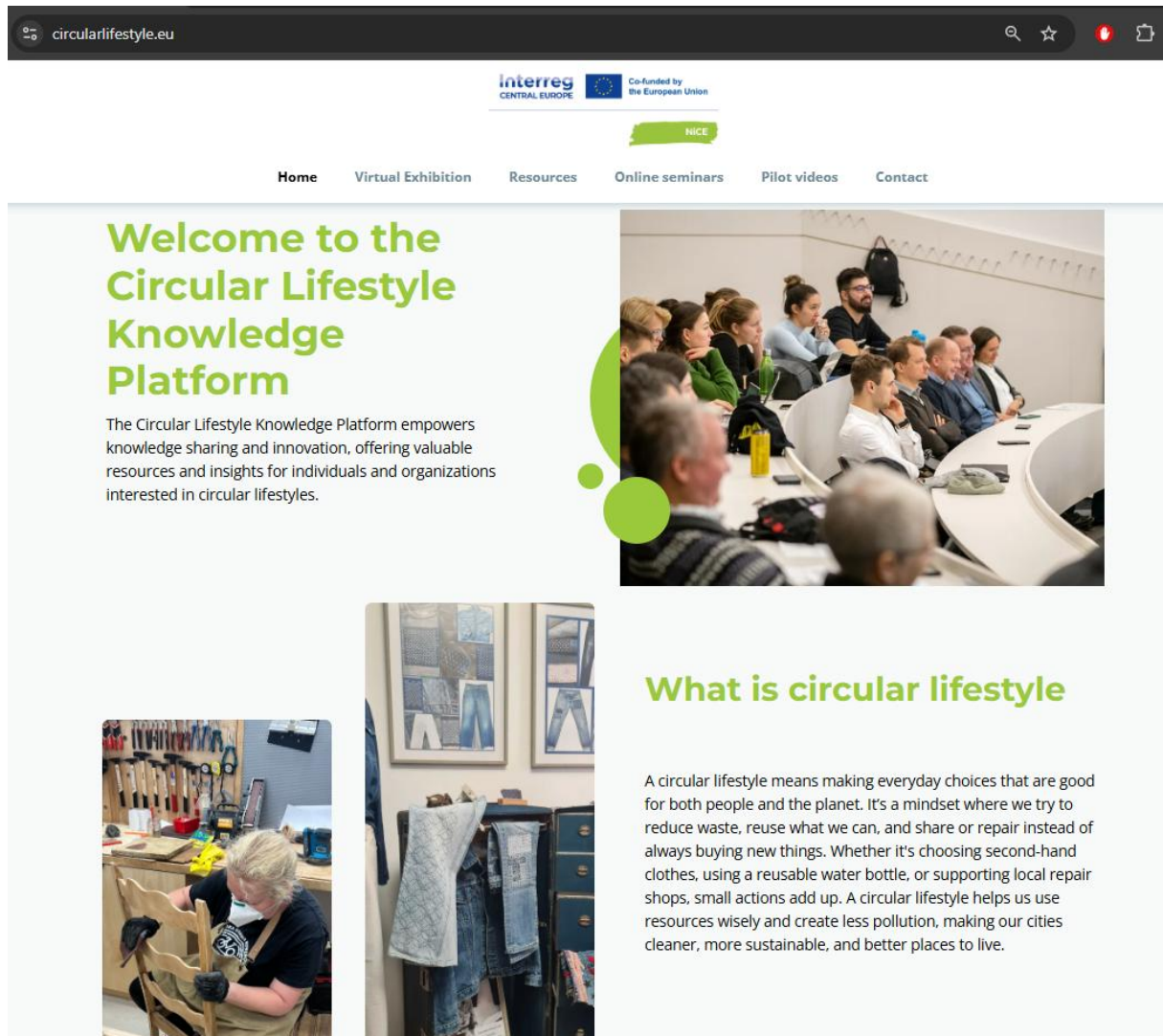


Figure 1 Home page of the Knowledge Platform

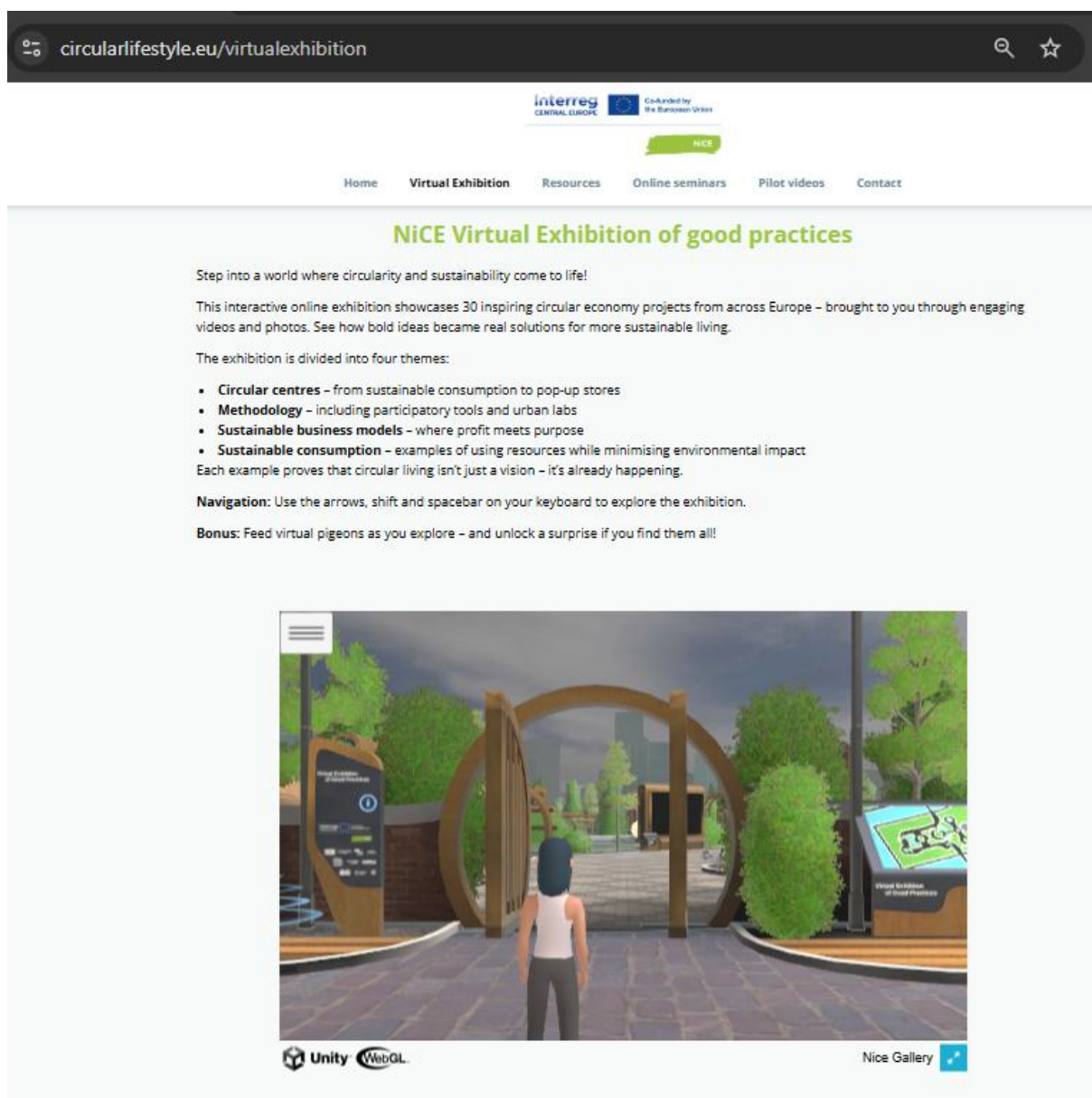


Figure 2 Virtual exhibition site



NICE

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This section is your gateway to the NICE project's practical tools and ideas for supporting circular lifestyles in cities. It brings together tried-and-tested approaches from eight Central European pilot activities. Here, you will find guidance on engaging citizens and stakeholders, setting up and running multifunctional community spaces, linking sustainable e-commerce with city centres, and introducing water reuse solutions. This section also includes two key tools: the Circular Lifestyle Monitor for cities and the Strategy Framework to enable circular lifestyles. All materials are designed to help local authorities and communities adapt and scale circular practices to fit their local needs.

Circular lifestyle monitor tool for cities

The monitor tool is designed to support a quick analysis of the current status, key challenges, and potential opportunities for promoting circular lifestyles in cities. It helps local and regional authorities identify priorities and guide strategic action.

Download

Strategy framework to enable circular lifestyles in cities

This report presents a strategy framework that outlines practical ways to promote and establish circular lifestyles in cities and city centres. It is designed to serve as a guidance tool for local and regional public authorities, helping them support the transition towards more sustainable, resource-efficient urban communities.

Download

Methodology Kit on stakeholders' engagement in circular lifestyles

This toolkit presents practical methods for initiating participatory processes with local stakeholders to reactivate urban spaces for circular offers. It provides guidance on activating civic engagement, encouraging behaviour change, involving local actors and citizens, and ensuring the long-term sustainability of circular solutions beyond the niche.

Expected delivery date: 02.2026

Guide: How to build, run and sustain a multifunctional resource centre

A comprehensive guide for planning, operating, and sustaining multifunctional resource centres that support circular lifestyles in revitalized city centres. It offers strategies for space use, service development, economic viability, and community engagement. The guide includes practical tips, financial models, and case studies to help stakeholders create centres that foster local, sustainable trade and consumption.

Expected delivery date: 02.2026

Figure 3 Resources site



[circularlifestyle.eu/online-seminars](#)

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NiCE Online Seminar #1: Big Points for Sustainable Consumption and Circular Lifestyles

30 May 2024

Don't eat strawberries in winter, mix your own deodorant cream, or use eco-detergent - there are plenty of tips for a more sustainable and circular lifestyle. But what really matters? The concept of the Big Points of sustainable consumption helps to identify those measures that are particularly important for effective environmental and climate protection. And we show how this concept can also be applied to climate protection in cities.

Speaker:

- Dr. Laura Spengler, Department of Sustainable Consumer Structures at the German Environment Agency

NiCE Online Seminar #2: The role of urban, university and school living labs in promoting circularity

30 September 2024

The key aspect of forming circular economy citizenship is to inspire consumers to have a renewed notion of wellbeing. A growing number of circular businesses and offers help conscious consumers to meet their needs, but awareness raising and education are needed to target a wider range of people. Challenging that, Living Labs (LLs) provide real benefits for engaging different stakeholder groups. How do LLs contribute to the promotion of circular lifestyles? What are the characteristics and operational mechanisms behind them in various organisational settings? How can LLs create sustainable values? In the online seminar, we introduce the role of urban, university and school living labs in promoting circularity.

Speakers:

- Carolina Innella, Research scientist, ENEA, Italy
- Waqas Mazhar, PhD-candidate, BME, Hungary
- Alessandra Bonoli, Full Professor of Raw Materials Engineering, University of Bologna, Italy

Figure 4 Online seminars site



Search: circularlifestyle.eu/pilot_videos

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It's extremely helpful.

Germany - Linking e-commerce and circular lifestyle offers in city centre in Würzburg

In Würzburg, the German Environment Agency (UBA) launched a bicycle pick-up and delivery service for repair and rental items as a pilot project. The idea behind it was to link sustainable e-commerce with city centres for the benefit of both. The service was tested in cooperation with the Würzburg Zukunftshaus, the bicycle courier Radius, and adelphi. Beyond that, more local partners were involved at the local advisory board which supported the project. The board brought together representatives from the City of Würzburg, the Julius-Maximilians-University Würzburg, memo Stiftung, and several NGOs.

Hungary - Co-creation for more circular cities at the Budapest University of Technology and Economics

Universities, being ideally embedded in society, are perfectly positioned to serve as focal points for cooperation among diverse stakeholder groups, including local municipalities, businesses, NGOs, and citizens. This pilot aimed to promote cooperation among these groups and contribute to more sustainable lifestyles - primarily among university students - by applying an interdisciplinary "learning by doing" approach. The BME pilot action successfully activated students and other users for circular lifestyles, fostering their participation in the circular society through public awareness and engagement events, targeted student workshops, and the University Living Lab (ULL) course, "Sustainable Business Model Design." The one-year pilot successfully engaged a broad network - including students, citizens, businesses, alumni, and senior university management - with a particular emphasis on involving alumni and partner companies in the local stakeholder board. The project reinforced BME's commitment to embedding circular economy principles through practical engagement and robust partnerships.



while their expertise

Figure 5 Pilot videos site



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For inquiries or further information about our project and solutions, please feel free to reach out to us. Our team is eager to assist you and explore opportunities for collaboration. Contact the NiCE Project Lead Partner or connect directly with the project consortium members. We look forward to hearing from you!

Project Partners

German Environment Agency
Germany

Role in the project:
Project coordination as a Lead Partner. Implementation of the pilot in Germany.

Contact:
<http://www.umweltbundesamt.de/en>

Project Manager
Jan Gimkiewicz
Email: jan.gimkiewicz@uba.de
Phone: +49 340 2103 3305

ENVIROS
Czechia

Role in the project:
Coordination of the pilots' implementation. Implementation of the pilot in Czechia.

Contact:
<https://en.enviros.cz/>

CityLAB Innovations for urban quality of life
Austria

Role in the project:
Implementation of the pilot in Austria.

Contact:
<https://www.stadtlaborgraz.at/en>

Scientific Research Centre Bistra Ptuj
Slovenia

Role in the project:
Implementation of the pilot in Slovenia.

Contact:
<https://bistra.si/en/>

Italian National Agency for New Technologies, Energy and Sustainable Economic Development
Italy

Role in the project:
Implementation of the pilot in Italy.

Contact:
<https://www.enea.it/en>

Research and Innovation Centre Pro-Akademia
Poland

Role in the project:
Coordination of the pilots' evaluation and tools development.

Contact:
<https://www.proakademia.eu/en/>

Budapest University of Technology and Economics
Hungary

Creative Industry Košice
Slovakia

Municipality of Brzeg Dolny
Poland

Figure 6 Contact site



3 NEXT STEPS

The NiCE Knowledge Platform is designed as a living resource that will continue to grow throughout the project and beyond. The website is regularly updated whenever new content becomes available for publication. Upcoming updates will include the release of the elements of the Solution Box, planned for finalisation by February 2026, as well as new educational materials to be published by March 2026. In addition, the platform will feature pilot blogs sharing experiences from local implementations, and scientific publications resulting from the project's research activities. These ongoing updates ensure that the platform remains a current and valuable source of knowledge for stakeholders interested in circular lifestyles and sustainable urban development.